

20 April 2004
CROWNE PLAZA HOTEL
MILAN LINATE



What are Forums?

As with all emerging markets, the mobile and wireless world needs a dedicated meeting place where cultural aspects, networking and commercial actions come together.

The Forums are two important conferences whose goal is to meet companies' needs resulting from the ever-quicken pace of technological changes in order to create efficient strategies, promote solid "wireless and mobile" projects and provide a competent, professional approach to the challenges of business mobility.

Focused on quality and achieving results, Forums have been set up to meet these concrete requirements through four main characteristics:

1- a selected audience, consisting entirely of operators in this industry and companies that are interested in this industry as users;

2- a global approach ranging from cultural **conferences** in the morning to related technical/sales workshops in the afternoon;

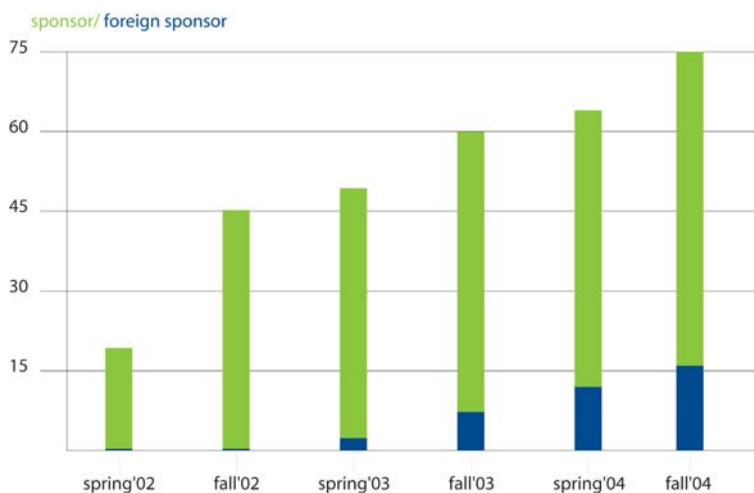
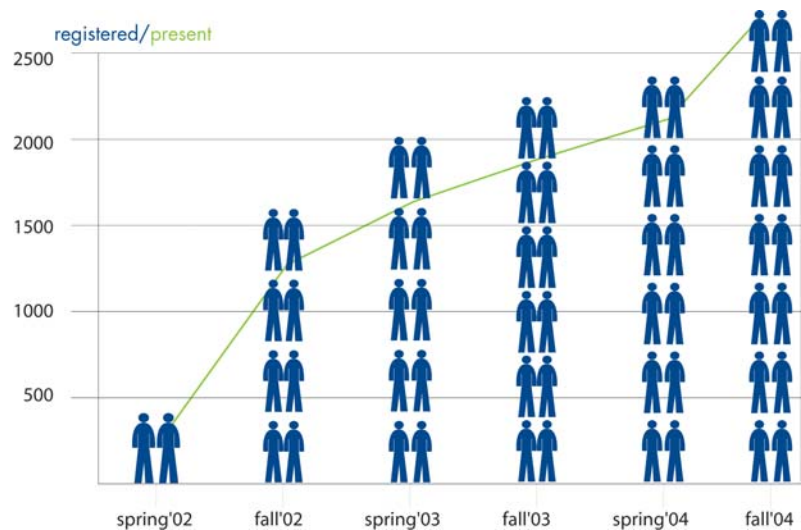
3- a unique area for exhibition dedicated to the latest products and services from sponsors and exhibitors, a real hub for meeting and exchange for the business community;

4- training seminars specially designed to offer industry-related know-how together with business opportunities for companies and participants.

Years past

Over the last three years the number of visitors, sponsors and exhibitors attending Forums has steadily grown. The number and the quality of the conventions and the number of business contacts generated for companies have increased noticeably. The forums receive widespread media coverage.

Experience earned in previous years has meant that more than 80% of the sponsors and exhibitors feel the events meet or exceed the expected objectives. In general Forums are considered






to be highly professional, targeted events, where the contact/cost ratio is particularly efficient, especially when compared with general ICT exhibitions or vertical conventions. Lastly, companies increasingly consider Forums, in addition to providing an opportunity for generating commercial contacts, as a shop window for reinforcing brand awareness, networking with prospects and customers, recruiting new partners and as an opportunity for presenting new products or announcing trade agreements.

Conferences

Parallel, vertical conferences, which can be individual presentations or round-table discussions, provide companies with the opportunity to deal with matters of a wide-ranging cultural nature during the general morning sessions or with technical or marketing-oriented presentations during the afternoon workshops.

As described in the attached chart, two parallel forums will be organized on wireless and mobile technologies, and at the same time and location, one innovative RF-id forum, will be devoted to other technologies of high interest both to ICT specialists and to visitors.



Wireless Forum Spring		
track1	track2	track3
		
IV EDITION	III EDITION	II EDITION
The first and only point of reference in Europe for the world of communication between machines, and the event that has made a market of considerable size and potential "visible".	An opportunity to learn how to activate and efficiently manage the mobile work force from technological and organizational viewpoints, increasing company productivity and competitiveness.	The only Italian event dedicated entirely to wireless technologies for automatic identification.
M2M IN THE NEW PUBLIC UTILITIES	FIXED LINE/MOBILE DATA CONNECTIVITY AND INTEGRATION	THE ADVANTAGES OF ELECTRONIC IDENTIFICATION IN INDUSTRIAL AND LOGISTICS PROCESSES
M2M SOLUTIONS FOR ASSETS AND PERSONAL SECURITY	EFFICIENT MOBILE MANAGEMENT	TECHNOLOGIES AND APPLICATIONS OF INTELLIGENT LABELS FOR ENTERPRISE
BUILDING MANAGEMENT NEWS AND SOLUTIONS	CHOOSE A MOBILE TELEFONY INFRASTRUCTURE	THE ROLE OF SMART TAGS IN TRACKING PROCESSES AND PRODUCTS
PROGRAMMING M2M MODULES	MOBILE INTRANET	THE POTENTIAL OF RF-ID TECHNOLOGIES FOR ACCESS CONTROL

In the same location, the following day is reserved for two forums dedicated to the world of Wi-Fi and to Wired World, a new event that will address the needs, infrastructure, solutions and services for an increasingly connected company. These events will be accompanied by two innovative themes: Voice OverIP and PowerLine Communication.

IV EDITION

EVENT

Over 500 people, 23 exhibiting companies, 32 speakers, more than 400 delegates participating in 4 conference sessions, 30 accredited journalists. These are, in brief, the figures of the third edition of the M2M Forum, the only point of reference in Europe for the world of communication between machines, an event that has made a market of considerable size and potential "visible", and often lacked an understanding of the various specialists and a complete picture of the playing field. The leading players (Vendor, System Integrator, Carrier) present in the market consider this event as the best window to present their products and the most exclusive occasion to meet their target audience.

KEYNOTES



This market dates back to 1995, a year in which one manufacturer produced modules for industrial communication via GSM. In this edition we will celebrate the birth of the "machine-to-machine" world through a gallery of the most important products that suppliers have presented this decade.

All the products will be displayed on a board set up in the exhibition area for this event. All content will be gathered together in a report in English distributed to participants and attached to the relative edition of Wireless magazine.



TOPIC AREAS

- **Wireless Modules**
- **Standard and specialized terminals**
- **Telecontrol e telemetering**
- **Security and Home Automation**
- **Localization and fleet management**
- **Instrumentation test and measurement**
- **Digital mapping, gps and lbs**
- **Antennas e accessories**

PREVIOUS SPONSOR

Audiotel	Mcomm
Bps	Microlab Sistemi
Calearo Tlc	Mobile Wisdom
Cefra	Nemsys
Compres	Nethix
Distar	Psion Teklogix
Distrel	Ribes
Elesystem	Tecnologie
Enea	Sagem
Epsilon	Siemens
Esco	Sony
Futuranet	Tim
Gecom	Value Selling
Giakova	Vemer Siber
Intermec Technologies	Vital Datanet
Ise	Wavecom
Lxe Italia	



WHO SHOULD PARTICIPATE

Managers and project directors from the following sectors are invited:

- **Cell phone network operators**
- **Wireless Application Service Provider**
- **Energy/Public Utilities: electricity, gas and water**
- **Logistics/Transportation: road transport companies, car rental and public transport**
- **Building and Home Automation**
- **Large consultancy companies**
- **Hardware and Software manufacturers**
- **Electronics and IT developers and integrators**
- **Institutional investors**

EVENT

The GPRS and UMTS modem markets exploded in 2004 with an encouraging outlook for the future. According to research revealed in "Cellular Modem Worldwide Shipment Forecasts & Market Overview" from In-Stat/MDR, continual sales growth will be registered over the next 5 years. "The incredible growth registered in 2004 and excellent forecasts for the next few years are the result of a variety of factors", confirms In-Stat/MDR. "The development of 3G networks and in particular the diffusion of UMTS in western Europe results in an increased demand for mobile data services by European and North American companies".

This growth has occurred due to a combination of elements: service offer growth (UMTS is entering the market, if slowly), the consolidation of terminal offers (smartphone and PDA) with advanced performance, the development of business and consumer applications, the drive from wireless access solutions to Internet that represent the first advances to access more efficient mobile services.

The process is however only at the beginning: companies must refer to the area of "mobile data" services with increased confidence and knowledge, and for this to happen they must be able to evolve both at the level of applications and the IT infrastructures connected with the use of mobility services and the processes and organizational aspects associated with the new services. The value-added aspects related to the use of services and wireless applications, above all security and mobile access, must not be forgotten.

KEYNOTES

This edition will highlight the new professional TABLET PCs and PDAs coming on the market, in both office and industrial versions, they are the ideal HW platform for the development of SFA/WFA applications, which are increasingly comprehensive and powerful.

The new Ruggedized Notebooks will also be presented. Having been realized according to military specifications, they can be used in difficult atmospheric conditions (strong light, intense heat, low temperatures, high levels of humidity, with dust presence or other physical agents), and demonstrate extreme resistance to mechanical shock.

All the new UMTS/GPRS Data Cards will be presented in addition to numerous solutions for corporate access to email based on cell phones with integrated Blackberry platform.

PREVIOUS SPONSOR

3	Mobile Project
Alfacod	Mobilmat
Aton	Nordelettronica
Baracoda	Opticon
Coder	Psion Teklogix
E-Motion	Research In Motion
Funambol	Ribes Informatica
Future Media	Sap
Gruppo Nazca	Semar
HeCom Italia	Skemalog
Ibm	Softwork
Intermec	Web Sense
Technologies	

TOPIC AREAS

- Sales Force Automation Applications
- Work Force Automation Applications
- Pim e Remote Control Applications
- Tablet pc, smartphone and pda
- Specialized and Ruggedized Terminals
- Synchronization Software and Unify Messaging
- Sdk and Middleware for mobile platforms
- Accessories

WHO SHOULD PARTICIPATE

- Mobile and fixed line network operators
- Wireless Application Service Provider
- Energy/Public Utilities: electricity, gas and water
- Logistics/Transportation: road transport companies, car rental and public transport
- Building and Home Automation
- Pharmaceuticals
- Consumer goods
- Financial advisor networks
- Grocery
- Market research operators
- Insurance companies
- Large consultancy companies
- Hardware and Software manufacturers
- Electronics and IT developers and integrators
- Installation and maintenance



II EDITION

EVENT

Over 500 people, 13 exhibiting companies, 16 speakers, more than 400 delegates participating in 2 conference sessions, 15 accredited journalists. These are, in brief, the excellent results of the first edition of the RFID Forum, an essential event dedicated to the current revolution in the world of automatic identification that sees Italy as one of the leading protagonists in the development of the market.

The event is an exclusive educational opportunity in which it will be possible to make comparisons on the technical specifications of RFID technologies, the latest advances, the legal implications and the leading market offers. Together with expert contributions and case histories, the benefits in terms of information transparency in the Supply Chain, product tracking and anti-trafficking will be presented.

KEYNOTES

During the event the latest and most innovative applications and opportunities offered by RFID will be presented:

- 1) Identification and RFID: solutions to guarantee protection and treatment of data to safeguard privacy
- 2) Wireless and RFID: operators and applications
- 3) RFID for collecting production data
- 4) RFID applications in the pharmaceutical world

Answers to the most frequent questions will be provided, such as:

What are the possible advantages and disadvantages from the implementation of this technology in the supply chain?

New applications in the Retail and GDO world: what are the possible results and the information to be managed?

How can we move from Barcode to RFID?



PREVIOUS SPONSOR

Advanced Microwave
Albini & Fontanot Informatica
Hi Pro
Ibm
Intermec Technologies
Mamba Technology
Psion Teklogix
Sap
Sintesi Informatica
Softwork
Studio 3000
Wireless Information Technologies

forum 2005



TOPIC AREAS

Products

- Specialized Terminals
- Security systems for people and assets
- Smart Tags
- OEM readers and data cards
- Identification Systems
- Antennas and Controllers
- Equipment for Lan, Wan and Wireless networks

Solutions

- Logistics
- Access Control and Building Automation
- Personal and animal identification
- Ticketing
- Monitoring product conditions
- Product tracking
- Consultancy and Training

WHO SHOULD PARTICIPATE

Managers and project directors from the following categories are invited:

- Hardware and Software manufacturers
- Electronics and IT developers and integrators
- Installation and maintenance companies
- Logistics and transport companies
- Building and Home Automation
- Security
- Personal, asset and animal identification
- Consultancy companies
- Payment systems producers

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Managers and project directors from the following fields are invited to the Forums:

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- A 3D pie chart illustrating the distribution of 1000 people across 10 different categories. The chart is shown from an isometric perspective, giving it a three-dimensional appearance. The slices are colored as follows: a large light blue slice (approximately 25%), a large yellow slice (approximately 20%), a large grey slice (approximately 15%), a large brown slice (approximately 10%), a medium dark blue slice (approximately 10%), a medium orange slice (approximately 10%), a medium purple slice (approximately 5%), a small red slice (approximately 5%), a small green slice (approximately 5%), and a small pink slice (approximately 5%). The slices are separated by thin white gaps, and the chart has a black outline.

The success of WIRELESS events is also the result of high-level promotional activities, organized and managed directly by WIRELESS. Through these activities, we are able to develop actions through various channels in order to reach a vast and targeted business audience. This is precisely the reason why companies have come to consider WIRELESS FORUMS as a useful communication tool for presenting important company news or introducing products.

- ⇒ **ADVERTISING CAMPAIGN IN SELECTED MAGAZINES AND SPECIALIZED MEDIA**
- ⇒ **DIRECT MARKETING (MAIL, FAX)**
- ⇒ **NEWSLETTERS AND E-MAIL MARKETING**
- ⇒ **MEDIA PARTNERSHIP WITH DOZENS OF EDITORS ONLINE AND OFFLINE**
- ⇒ **WEB MARKETING ON PORTALS AND SEARCH ENGINES**
- ⇒ **INVITATION ON PAPER AND IN PDF FORMAT**
- ⇒ **ONLINE CATALOGUE ON OUR WEB SITES**
- ⇒ **PRESS RELEASES SENT TO OVER 900 JOURNALISTS AND AGENCIES**
- ⇒ **PARTNERSHIP WITH PROFESSIONAL ASSOCIATIONS IN THE SAME FIELD**



The promotion and marketing activities allow the sponsors to take full advantage of the opportunities offered by the organization: increase brand recognition of products and solutions, maximize media coverage according to the communication plan and create commercial leads to enterprises in the same market.

Why attend?

No sales tool is more efficient than a face-to-face meeting with your potential customer. Forums enable you to contact targeted users with a real interest in the products and solutions of these rapidly expanding markets. At our events, **sponsors and exhibitors** are the true **hub of all promotional and organizational activities**. To satisfy the requirements of every company, from small and medium-sized right up to large corporations, there are different levels of participation. The advantages in taking part are numerous, but some are indisputable.



- **Preview presentation of your products or services to customers**
- **Meet directly with potential customers and understand their requirements and desires**
- **Quickly develop the brand associated with this market**
- **Get maximum coverage from the general media**
- **Benefit from high pre- and post-event exposure to launch new products**

You will soon discover the advantages of entrusting your promotional message to a communication operator successful in the world of wireless technology and ICT.

Unique exhibition area

To offer sponsors and exhibitors maximum exposure during events, Forums have a unique exhibition area where the stands and desks are located opposite the main conference rooms, thus ensuring that visitors will pass through the exhibition area. All visitor services (e-mail booths, press room, rest area, hotspot, coffee break points) are located in this same area and can also be sponsored.

